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PRESS RELEASE

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**For immediate release**

**Scientific Voice Launches Latest Release Of  
Gateway™ Speaker Bureau Management Platform**

**CHICAGO, IL– May 4, 2009**—Scientific Voice, a Publicis Strategic Solutions Group company, has announced the latest release of the Gateway™ technology platform, which enables pharmaceutical and biotech companies to efficiently, effectively, and compliantly execute their promotional speaker bureau programs. Publicis Strategic Solutions Group is the multi-channel message delivery unit of Publicis Healthcare Communications Group.

Built on Scientific Voice's 15 years of experience in speaker bureau and field logistics execution, Gateway is the market-leading portal environment for biopharma speaker bureau management. Gateway provides single-source, real-time, user-friendly activity management and reporting for all stakeholders—field sales representatives, speakers, brand and sales management, home office, and compliance management staff.

“Gateway combines leading-edge, user-friendly, customizable technology with our staff of high-touch, single-point-of-contact, experienced meeting planning specialists. Our meeting planners are uniquely familiar with each client's promotional activities, and help to efficiently, effectively, and compliantly manage and execute them,” said Laura Lynner, Managing Director of Scientific Voice.

Gateway's rich technology platform includes a configurable website architecture, a business rules engine, and a robust back-end transaction repository to capture and aggregate all speaker and consultant program data. Gateway's multifaceted platform provides specialized software portals that address the unique needs of all stakeholders involved in biopharma speaker bureau programs. The portals can be configured to each client's specific business rules, policy interpretations, and graphical preferences. “New clients, of course, are thrilled with Gateway, and

current clients that have migrated to this latest release are very excited about the robust reporting and proactive compliance functionality,” added Lynner.

Scientific Voice has also added an enterprise-wide application to Gateway that enables biopharma companies to proactively implement an integrated, real-time speaker management solution across all of their brands.

Gateway’s security system enables stakeholders to receive real-time reports based on their specific roles. Sales representatives, brand and sales managers, speakers, home office, and compliance managers are able to access and update, in real time, activities and reporting related to their roles and responsibilities. Gateway also helps ensure compliance with federal and state rules pertaining to promotional activities, including spending caps, speaker caps, appropriate venues, and allowable expenses.

#### **About Scientific Voice**

Scientific Voice provides speaker bureau, event management, and program data management services. Core competencies include: Logistics implementation and strategic event/campaign planning for field-based and marketing-driven programming and speaker management services; Speaker Management Services, including automated nomination and contract management; Fair Market Value Analysis; planning services for strategic cap utilization and cap management, as well as fee and expense payments through to final tax reporting. Scientific Voice is part of the Publicis Healthcare Communications Group. Telephone: (312) 592-8281. Website: [www.ScientificVoice.com](http://www.ScientificVoice.com)

#### **About Publicis Strategic Solutions Group**

Publicis Strategic Solutions Group (PSSG) aligns four high-performing Publicis message delivery companies—Publicis Selling Solutions, Scientific Voice, Pharmagistics, and Arista Marketing Associates—under one cohesive leadership team. PSSG provides a comprehensive array of multi-channel message delivery solutions—from field teams to virtual representatives, and from speaker bureau management to sample compliance. More importantly, PSSG provides the power and intellect to create and implement a flexible, highly customized message delivery mix designed to match any product situation from prelaunch to late life cycle. Websites: [www.pSellingSolutions.com](http://www.pSellingSolutions.com), [www.ScientificVoice.com](http://www.ScientificVoice.com), [www.Pharmagistics.com](http://www.Pharmagistics.com), [www.AristaMktg.com](http://www.AristaMktg.com)

#### **About Publicis Healthcare Communications Group**

Publicis Healthcare Communications Group (PHCG), a member of Publicis Groupe SA, is one of the largest healthcare communications groups in the world with over 2,700 employees located in 10 countries. Worldwide healthcare services include advertising, medical education, sales and marketing, and medical and scientific affairs. PHCG offers its clients a strategic partnership, a strong focus on ensuring value for their marketing spend, and exceptional performance on their assignments. Website: [www.PublicisHealthcare.com](http://www.PublicisHealthcare.com)

**Publicis Groupe** (Euronext Paris: FR0000130577) is the world’s fourth largest communications group. In addition, it is ranked as the world’s second largest media counsel and buying group, and is a global leader in digital and healthcare communications. With activities spanning 104 countries on five continents, the Groupe employs approximately 44,000 professionals.

The Groupe offers local and international clients a complete range of communication services, from advertising, through three autonomous global advertising networks, Leo Burnett, Publicis, Saatchi & Saatchi and two multi-hub networks, Fallon and 49%-owned Bartle Bogle Hegarty; to media consultancy and buying, through two worldwide networks, Starcom MediaVest Group and ZenithOptimedia; interactive and digital marketing led by Digitas; Specialized Agencies and Marketing Services (SAMS) offering healthcare communications, corporate and financial communications, public relations, CRM and direct marketing, event communications, sports marketing and multicultural communications. Website: [www.PublicisGroupe.com](http://www.PublicisGroupe.com)

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